

Form Approved
OMB No: 0920-1161
Exp. Date: 02/29/20

Evaluation of Enhancing HIV Prevention Communication and
Mobilization Efforts through Strategic Partnerships

Attachment 3a:
Screenshots of Metrics Database

Public reporting burden of this collection of information is estimated to average 18 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Reports Clearance Officer; 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; Attn: OMB-PRA (0920-1161)

Here, partners are only required to select the type of data they wish to enter as shown in the box with the right-facing arrow. Partners are unable to run reports or use the approval system, administrative functions, or export data tool that are shown. These are for CDC's use only, and partners do not see these selections when they log in.

The screenshot displays the PCB Metrics Database interface. At the top left, the logo for PCB METRICS database is visible. Below the logo, there is a navigation menu with several sections: 'Select Campaign' (with a dropdown menu showing 'PACT'), 'Enter Data', 'Reports', 'Approval', 'Administration', and 'Export Data Tool'. An orange arrow points to the 'Enter Data' section, which is highlighted with an orange border. The 'Enter Data' section lists the following options: Digital Articles, Email Blasts, Events, Facebook Post-Level, Instagram Post-Level, Internet Ads, Media Impressions, Media Monitoring, Partnership Materials, Twitter Post Level, and ZIP Code Searches. The 'Reports' section includes 'Standard Report'. The 'Approval' section includes 'Approval System'. The 'Administration' section includes 'Campaign Administration', 'Organization Administration', 'User Administration', 'Dropdown Menus', and 'Domain Administration'. The 'Export Data Tool' section includes 'Export Data Tool'. The main content area on the right contains the text: 'Welcome to the PCB Metrics Database. Please select a campaign and domain from the left to begin.'

This screenshot shows what the interface looks like when the “Events” data type is selected. Here, they can edit or delete an entry or create a new event by clicking the “Add” button.

Select Campaign

PACT

Enter Data

- Digital Articles
- Email Blasts
- Events
- Facebook Post-Level
- Instagram Post-Level
- Internet Ads
- Media Impressions
- Media Monitoring
- Partnership Materials
- Twitter Post Level
- ZIP Code Searches

Reports

- Standard Report

Approval

- Approval System

Administration

- Campaign Administration
- Organization Administration
- User Administration
- Dropdown Menus
- Domain Administration

Export Data Tool

- Export Data Tool

Data entry for: PACT Events

Show open data only

Record	Action	Start Date*	End Date*	Event Type*	Is this a secondary event	Attendance*	Name or description of	Description of Audience	Were HIV Tests offered
13063	Edit Delete	01/30/2020	01/30/2020	Conference	Yes	50	Mentor organizations & Opportu	(mixed)	No
13057	Edit Delete	01/29/2020	01/29/2020	Partner Engagement	Yes	9	Meeting with NOY'S Partners	General - Women	No
13058	Edit Delete	12/19/2019	01/19/2020	(other)	No	12	ASPIRA Leadership Meeting	Community-Based Organization	No
13053	Edit Delete	12/10/2019	12/10/2019	(other)	No	125	NHCOA Awards Dinner	General - General Public	No
13046	Edit Delete	12/05/2019	12/05/2019	Outreach	No	75	World AIDS Day Community P	AFAM - General	Yes
13068	Edit Delete	12/04/2019	12/04/2019	Partner Engagement	No	25	NOBOCO 90 Days Film Program	(mixed)	No
13059	Edit Delete	12/03/2019	12/03/2019	Outreach	No	80	Ending the HIV Epidemic: Com	(mixed)	No
13067	Edit Delete	12/02/2019	12/04/2019	Conference	No	1,400	NIMAC HIV Biomedical Prevent	(mixed)	Unsure
13047	Edit Delete	12/02/2019	12/02/2019	Social Media	No	17	#NHMAHIV Twitter Chat for W	General - General Public	No
13064	Edit Delete	12/01/2019	12/01/2019	Conference - Booth	No	82	World AIDS Day	General - General Public	Unsure
13066	Edit Delete	11/22/2019	11/22/2019	Conference - Booth	No	700	Howard U. Int'l Conference on	(mixed)	Yes
13049	Edit Delete	11/22/2019	11/22/2019	Conference - Booth	No	250	2019 International Conference	(mixed)	Unsure

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Add For: (default is your organization)

Export

Get Import Template

When "Add" is selected, partners are asked to enter event details in the pop-up window. In this example, a new entry is created for a conference held on Feb 20, 2020.

Data entry for: PACT Events

Show open data only

Add Record

Start Date* 02/20/2020

End Date* 02/20/2020

Event Type* Conference

Is this a secondary event?* No

Attendance* 500

Name or description of event Partner conference

Description of Audience General - General Public

Were HIV Tests offered at this event? No

Number of HIV Tests

Number of Preliminary Positives

ZIP Code 20036

City WASHINGTON

State DC

Core-Based Statistical Area (CBSA) Washington-Arlington-Alexandria, DC-VA-MD-WV

Did the media produce a story or article about the event, or mention the event in a story or article? No

Did chapters and/or other affiliates of your organization have a role or help in this activity?* No

Did you distribute materials at this event?* No

Purpose of Event

Campaign (other)

Did the activity involve another PACT member?

Number of PACT members engaged. Specify names of PACT members in comments field

Names of non-PACT partners/stakeholders engaged

Data Source

Comments

Submit Cancel

Once the “submit” button is clicked, the new record is added to the data set.

Data entry for: PACT Events

Show open data only



Record	Action		Start Date*	End Date*	Event Type*	Is this a secondary event	Attendance*	Name of
13074	Edit	Delete	02/20/2020	02/20/2020	Conference	No	500	Partner Co
13063	Edit	Delete	01/30/2020	01/30/2020	Conference	Yes	50	Mentor org
13057	Edit	Delete	01/29/2020	01/29/2020	Partner Engagement	Yes	9	Meeting wi
13058	Edit	Delete	12/19/2019	01/19/2020	(other)	No	12	ASPIRA Le
13053	Edit	Delete	12/10/2019	12/10/2019	(other)	No	125	NHCOA Av
13046	Edit	Delete	12/05/2019	12/05/2019	Outreach	No	75	World AID:
13068	Edit	Delete	12/04/2019	12/04/2019	Partner Engagement	No	25	NOBCO 90
13059	Edit	Delete	12/03/2019	12/03/2019	Outreach	No	80	Ending the